


TO: Distribution

DATE: February 19, 1996

FROM: Market Information / Biren Shah SUBJECT: MSA Monthly Topline Report - January 1996

Following last month's +1.0 share point gain, PM's monthly shipment share declined -0.4 points to 46.9%. However, on a three month basis, PM posted a +0.5 point gain versus the prior three month period, with performance benefiting from increased promotional shipments and stronger retail takeaway levels associated with the Fall Fest and Holiday Bonus '95 periods.

- PM's share during the latest three months advanced +0.5 points versus three months-ago to 46.8%. Marlboro, OPB and Cambridge gains more than offset Basic and PM PL declines.
 - PM's share of the Premium category advanced +0.5 points during the latest three months to 55.0%.
- Marlboro's latest 3MM share was up +0.4 points versus three months-ago to 30.9%, with performance benefiting from increased retail takeaway levels and promotional shipments, including the latest wave of the B4G1F shipped in January 1996 (624 million units).
- During the latest three months, the Discount category declined -0.6 points versus three months-ago to 29.2% (its lowest level since July '92), with GPC, Montclair and PL losses accounting for a majority of the decline. On a monthly basis, the Discount category declined -0.5 points, driven primarily by Liggett PL (likely due to inventory depletion, following strong shipments in December).
- On a 3MM basis, Basic's share of the Discount category was stable at 16.4%, while on a monthly basis, performance was up +1.0 points to 16.6%.
- PM's monthly shipment volume outpaced year-ago by +11.7%, while the total industry volume during this time period was up +9.2%. Both comparisons were influenced by one more shipping day in January 1996.

COMPETITIVE DEVELOPMENTS

- Kool's monthly share advanced +1.2 points versus month-ago to 4.2%, matching its highest level since 1/95. This likely reflects shipments of B1G1F promotional product, as Nielsen indicated the emergence of this promotion at retail (4% of c-stores during the w/e 2/3/96).
- RJR PL's monthly share advanced +0.4 points to 2.4%, its highest level since 6/94. This corresponded with an Austin money-off program in Circle-K stores.
- Camel Filter's monthly share increased +0.4 points to 4.0%, likely reflecting increased free product shipments associated with its B3G3F promotion.
- Newport's monthly share advanced +0.2 points to 6.0%, corresponding with expansion of the franchise's money-off incidence at retail.

2060076063

DISTRIBUTION:

F. Alfieri	N. Lund
R. Anise	M. Mahan
M. Anton	K. McEncroe
S. Apple	R. Mikulay
T. Beane	J. Moose
D. Beran	J. Morgan
G. Bible	J. Mortensen (R5)
S. Bloom	B. Neidle
G. Blumenson	D. Nelson (R1)
B. Burns	J. Nelson
F. Caldwell	S. Norris
R. Camisa	S. O'Brien
J. Chaump	P. Piscitelli
J. Clary (R2)	S. Piskor
N. Conrad	D. Potter
D. Devitre	S. Reich
P. Dodd	T. Resman
C. Enger	B. Reuter
G. Fawcett	S. Rush
P. Fernandez	T. Saloun
R. Ferrin	M. Salzman
S. Fuller	R. Sarmento
L. Funness	M. Schroeder
T. Garguilo	B. Schuyler
E. Gawronski	A. Schwartz
J. Gilbert	R. Simons
A. Goldfarb	A. Sinha
M. Gordon	W. Smith
J. Greene	J. Spector
H. Harwood	H. Steele
M. Hillis	N. Suter
B. Hopkins (R3)	M. Szymanczyk
S. Jannetta	L. Theaman
C. Johnson	C. Tucker
E. Joyce	A. von Germeten
D. Keane	M. Waldman
T. Keim	B. Weinstein
K. Leger	L. Wexler
S. LeVan	R. Whalen
C. Levy	H. Willard (R4)
A. Lewis	
H. Long (Richmond)	

2060076064